Developing Cities: Town Planning through Urban Redevelopment and Culture

One of the objectives of Mori Building’s urban planning initiatives is to promote culture and art. As part of a comprehensive town planning policy that caters to the needs of work, home, as well as culture, we have been taking a proactive role in developing cultural and art-related projects through urban planning that began with Ark Hills (1986), a mixed-use development equipped with concert halls, and culminating in Roppongi Hills (2003), which features various independently operated cultural amenities such as an art museum, organizations that promote continuing education for professionals, and libraries, all designed to boost the appeal of Tokyo as a city.
① Expertise in developing unique content
Mori Building produces its own unique urban models and virtual images which serve as communication tools, offering panoramic and objective views of the city. These tools help our staff and clients to better understand our projects and how to assess each proposition in a concrete way, thereby exerting a positive effect on actual urban planning and the creation of panoramic views. In this way, we have accumulated a unique body of expertise related to content development. In recent years, we have received an increasing number of external commissions to create these models and virtual images.

② Network of creators
Through our previous urban content creation projects, we have built up a network of various creators and media art professionals. Unique collaborations with these creators have allowed us to develop exhibitions and organize and manage events based on themes like the city, or animation.

③ Tackling new urban businesses and enhancing international competitiveness
Through these networks and content development initiatives, we have not only produced videos and films in collaboration with top creators and organized exhibitions, but also tackled an increasingly wide portfolio of projects, including government commissions and other programs that promote the development of unique Japanese cultural content related to media arts and pop culture. We look forward to taking on even more challenges in the future that seek to boost the international competitiveness of Tokyo and Japan through new urban businesses that contribute to the development of cities.

Commissions:
- Agency for Cultural Affairs, Curation and management of Japan Media Arts Festival international exhibitions (2012)
- METI, Project for the Strategic Promotion of ‘Cool Japan’ (2012)